

Royal Mail opens up the Enterprise Intelligent Barcode[®] (Mailmark[™]) capability to second wave of businesses

Following on from the announcement that in 2014 a new barcode technology is to be introduced for business, advertising and bulk mail, Royal Mail are now opening up the initiative to a second round of business customers.

The new Mailmark[™] (known to Early Adopters as Enterprise Intelligent Barcode[®] or EIB[®]) will increase the value of mail to businesses by providing them with the ability to track bulk mail consignments through to the delivery round. It means business customers will know the exact day when customers' statements and business mail are scheduled for delivery. Previously, this information had only been available through higher cost tracked services.

Businesses that use the new system when it goes live will be able to:

- Improve efficiency and customer service by staffing back-end operations, such as call centres, based on the exact date customers receive statements or business mail
- More accurately link associated communications activities with delivery of their mail. For example, companies will be able to text or email customers with supporting information on the day their mail is delivered
- Better monitor the success of marketing mail campaigns with improved insight into customer action as a result of receiving a mailing, whether through web, telephone or postal response

47 'Early Adopter' companies have been working with Royal Mail to develop the new Mailmark[™] and the first mailings to use the technology are scheduled to take place in early 2014.

If your business currently posts at least 30,000 business letters or 5000 Large Letters per day then you may be able to use the new Mailmark[™] service.

For more information or to find out if you are eligible, then please fill out the following form and one of the team will get back to you. Please note that places on the second round of Early Adopters are strictly limited and will be available to eligible businesses on a first come first served basis.